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# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1950

### january

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### february

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### march

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### april

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### july

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### august

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### october

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### november

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### december

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# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| | **WEEK ENDING FRIDAY, FEBRUARY 17, 1950** | | |
| Friday Feb. 17 12:00 Noon Buffet Luncheon | MIDSUMMER SHOWING FOR THE PRESS | TRIGERE, INC. | 29 WEST 57TH STREET SALON |
| | Pauline Trigere's Midsummer group will be presented to the press at 12:00 Noon on Friday, Feb. 17. Attendance by invitation only. Trade showings, on Friday, Feb. 17 at 4:00 P.M.; and Monday, Feb. 20 at 2:30 P.M. By appointment only. Contact: Robert Trigere, PL. 3-6778. | | |
| Saturday Feb. 18 11:00 A.M. | SHOWING OF FASHIONS FOR TEEN-AGERS | B. ALTMAN & CO. | 2ND FLOOR |
| | Altman's will present a preview of Cinderella slippers and Spring fashions for teen-agers. Open to public. Publicity: Etta Daub, MU. 9-7000. | | |
| Beginning Saturday Feb. 18- Feb. 25 | NATIONAL SEW AND SAVE WEEK | NATIONAL NEEDLECRAFT BUREAU, INC. | THROUGHOUT THE COUNTRY |
| | Twelfth Annual "Sew and Save" Week, with magazine, newspaper and radio publicity; store advertising and window displays will feature fabrics, patterns and notions. Window display contest with $1500 in cash prizes. Publicity: George Pounder, LE. 2-4455. | | |
| | **WEEK BEGINNING MONDAY, FEBRUARY 20, 1950** | | |
| Now Going On | SHOWINGS OF SUMMER COLLECTION | HARVEY BERIN LTD. | 530 SEVENTH AVENUE SHOWROOM-7TH FLOOR |
| | Harvey Berin presents his Summer collection at 1:00 P.M. and 4:00 P.M. daily. By reservation only. Contact: Evelyn Mandl, PE. 6-0206. | | |
| Monday Feb. 20 10:30 A.M. | PREMIERE SHOWING OF "BOUTIQUE" FASHIONS | LANDA FASHIONS LTD. | 530 SEVENTH AVENUE SHOWROOM-25TH FLOOR |
| | Press preview and special premiere of Landa's Summer collection, Sam Friedlander's new division of "Boutique" (budget) dresses, to wholesale from $12.75 to $16.75. Showings at 10:30 A.M. on Tues., Feb. 21; Thurs. Feb. 23; and Fri., Feb. 24. By invitation. Contact: PE. 6-2663. | | |
| Cancelled Feb. 20 | MAGO HAYES' SHOWING OF SPRING & SUMMER MILLINERY, ORIGINALLY SCHEDULED FOR MONDAY, FEB. 20, AT 1:00 P.M. LUNCHEON, HAS BEEN CANCELLED. | | |
| Postponed Feb. 20 | ARANKA'S HAT SHOW AT OPENING OF NEW SALON, ORIGINALLY SCHEDULED FOR MON., FEB. 20, HAS BEEN POSTPONED TO TUES., MARCH 7, AT 4:00 P.M. (See Page 7) | | |
| Monday Feb. 20 4:00 P.M.- 6:00 P.M. Cocktails | MILLINERY PREVIEW-- OPENING OF NEW SHOP | MONICA BASEL | 340 EAST 74TH STREET SALON |
| | Monica Basel will present a preview of her Spring millinery to the press at the opening of her new custom-order shop. Attendance by invitation only. Contact: Helen Barnes, GR. 3-4859. | | |

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| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Beginning Monday Feb. 20-Feb. 25 | EXHIBIT OF COLONIAL COSTUMES | TRAPHAGEN SCHOOL OF FASHION | 1680 BROADWAY AT 52ND STREET |
| | An exhibition of costumes and style plates of fashions from the era of George Washington. Open to public. Contact: Dorothy Tyroler, CO.5-2077. | | |
| Beginning Monday Feb. 20-March 1 | OPENING OF SUMMER COLLECTION | VERA MAXWELL, INC. | 530 SEVENTH AVENUE SHOWROOM-26TH FLOOR |
| | Vera Maxwell will present her Summer collection of suits and coats at 10:30 A.M. and 2:30 P.M. daily in her new showroom. Contact: Martha Swigart, MU. 9-0759. | | |
| Beginning Tuesday Feb. 21-Feb. 24 9:30 A.M.; 4:00 P.M. | PREVIEWS: FALL COLOR & STYLE DEVELOPMENTS | ALLIED KID COMPANY | 419 FOURTH AVENUE SHOWROOM |
| | Allied Kid Company's Fall and Winter 1950-51 color and style developments in glazed and suede kid, colt, and fancy leathers, will be presented at the following showings: Tues., Feb. 21--Fashion Press at 9:30 A.M.; Hosiery Stylists at 4:00 P.M. Thurs., Feb. 23--Shoe Stylists at 9:30 A.M.; Fabric Stylists at 4:00 P.M. Fri., Feb. 24--Buying Office Fashion Co-ordinators at 9:30 A.M.; Department Store Fashion Coordinators at 4:00 P.M. Contact: Helene O'Hara, MU. 6-1623. | | |
| Tuesday Feb. 21 9:45 A.M. Coffee | PRESS PREVIEW OF JEANNE TETE HATS | GUNTHER JAECKEL | 10 EAST 57TH STREET MAIN FLOOR |
| | Gunther Jaeckel will present the Spring and Summer collection of millinery by Jeanne Tete. Attendance by invitation only. Contact: Georgine Thompson, PL. 5-7000. | | |

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

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| Feb. 21 Tuesday | MAINBOCHER At 11:00 A.M. | 6 EAST 57TH ST. | PUBL.: ELEANOR LAMBERT | MU. 8-2130 |
| Monday Feb. 27 | BONWIT TELLER At 3:00 P.M. | 721 FIFTH AVENUE (Designed by "Lepole") | CONTACT: SOPHIE SHONNARD | EL. 5-6800 |
| Wednesday March 1 | HATTIE CARNEGIE At 3:00 P.M. | 42 EAST 49TH ST. | CONTACT: SANNA BRODY | PL. 5-2600 |
| Thursday March 2 | BERGDORF GOODMAN At 5:30 P.M. | 754 FIFTH AVENUE | PUBL.: FLORENCE NEFF | PL. 3-7300 |
| Monday March 6 | MILGRIM At 11:00 A.M. | 6 EAST 57TH ST. | PUBL.: RUTH WALTZ | CI. 7-7200 |
| Tuesday March 7 | HENRI BENDEL At 10:30 A.M. | 10 WEST 57TH ST. | PUBL.: FRANCES ANDERSON | CI. 7-1100 |
| Wednesday March 8 | SAKS FIFTH AVE. At 10:30 A.M. | 611 FIFTH AVENUE | PUBL.: MILDRED LIPPITT | PL. 3-4000 |
| Thursday March 9 | ELIZABETH ARDEN At 3:00 P.M. | 691 FIFTH AVENUE (Designed by Castillo) | PUBL.: RASPONI ASSOC. | TE. 8-8171 |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday Feb. 21 1:00 P.M. Luncheon | "FASHIONS FOR FORTY" AT LUNCHEON SHOW | B. ALTMAN & CO. | RITZ-CARLTON HOTEL OVAL ROOM |

B. Altman will present a preview of fashions for town, country, resort, at-home and bridal clothes for women over forty. Guest celebrities from Hollywood and Broadway will attend. Commentator: Billie Gould. Guest Mistress of Ceremonies: Edyth Thornton McLeod, author of the book, "Beauty After Forty". (Note change of date and place). Produced by Fashion Production Associates: Ann Goodrich, MU. 8-1700. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Altman Publ.: Etta Daub, MU. 9-7000. Ritz-Carlton Fashion Publ.:Marion Morrison, MU.8-3000.

Feb. 22 — WASHINGTON'S BIRTHDAY (Wednesday, Legal Holiday).

Feb. 22 — ASH WEDNESDAY....Beginning of Lent.

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| Thursday Feb. 23 9:30 A.M. Breakfast | PRESS SHOWING OF SPRING FASHIONS | KNIZE, INC. | 24 EAST 56TH STREET SALON |

Knize will present the Spring collection of tailored suits and coats to the press. Attendance by invitation only. Contact: Miss Noni, PL. 3-2987.

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| Thursday Feb. 23 12:30 P.M. Luncheon | SHOWING OF NEW UNIFORM FOR ARMY SERVICE WOMEN | DEPARTMENT OF THE ARMY | FT.JAY OFFICERS CLUB GOVERNOR'S ISLAND |

The Secretary of the Army will present a premiere showing of the new uniform for Army Service Women, to be introduced by designer, Hattie Carnegie. These new Summer and Winter uniforms for women of the Army Nurse Corps, the Women's Army Corps, and the Women's Medical Specialist Corps will be available for optional off-duty wear by early 1951. Committee of civilian women who worked with the designer on research and review of fabrics, colors and designs include: Dorothy Shaver, Chmn.; Edna Woolman Chase, Eleanor Lambert, Mary Brooks Picken, Carmel Snow, and Tobe. Luncheon will follow the show. Attendance by invitation only. Contact: RE. 2-9100, Ext. 8136.

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| Thursday Feb. 23 12:30 P.M. Luncheon | LUNCHEON MEETING OF DESIGNERS' GROUP | SOCIETY OF NEW YORK DRESS DESIGNERS, INC. | HOTEL PLAZA |

The Society of N.Y. Dress Designers will have a luncheon meeting for members and guests. Subject: "Importance of Inspiration, And How To Use It." Guest Speaker: Jessica Daves, Ed. of"Vogue Magazine." Contact: LA.4-7950.

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| Thursday Feb. 23 1:00 P.M. Luncheon | "BLACK AND WHITE IS FASHION RIGHT" | RUSSEKS FIFTH AVENUE | HOTEL PLAZA TERRACE ROOM |

Russeks Fifth Avenue will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.

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| Thursday Feb. 23 3:00 P.M. | PREVIEW: FIRA BENENSON SPRING COLLECTION | LORD & TAYLOR | 3RD FLOOR DRESS SALON |

"Ours Alone"--Lord & Taylor will present Fira Benenson's Spring collection to press and customers. By invitation only. Publ.: Gloria Carr, WI.7-3300.

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| Thursday Feb. 23 4:00 P.M. Cocktails | PRESS SHOWING OF SUMMER COLLECTION | PHILIP HULITAR | 11 WEST 46TH STREET SHOWROOM-4TH FLOOR |

Philip Hulitar will present his Summer collection of dresses and gowns to the press. By invitation only. Publicity: Molly Appleby, PL. 9-8630.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Thursday Feb. 23 4:00 P.M. Cocktails | SECOND ANNIVERSARY PARTY FOR PRESS | NECCHI SEWING MACHINE SALES CORPORATION | HOTEL PIERRE TEAKWOOD ROOM |
| | The Necchi Sewing Machine Sales Corp. will invite the press and trade to view the Necchi sewing machine, imported from Italy. It has a needle which performs the tasks of sewing on buttons and doing fancy embroidery stitches. Attendance by invitation only. Contact: Mrs. Jeane Spenser, WA. 4-7604. 164 W 25th | | |
| Thursday Feb. 23 5:00 P.M. Cocktails | "CHERRY BOUNCE" PRESS PARTY | DOROTHY GRAY, LTD. | FRED ASTAIRE STUDIOS 487 PARK AVENUE |
| | Dorothy Gray will entertain the press at a "Cherry Bounce" party, and preview of "The Cherry Bounce", a new dance inspired by the Dorothy Gray "Cherry Bounce" makeup. Fred Astaire dance instructors will entertain and teach guests the new dance. Attendance by invitation only. Publicity: Marie McDonough, PL. 5-6109. | | |
| Friday Feb. 24 2:30 P.M. | INTRODUCTION OF "BREEZ-EES" NEW STYLE NIGHTGOWNS | TEWI LINGERIE, INC. | 9 EAST 48TH STREET SHOWROOM-6TH FLOOR |
| | Press showing by Tewi, introducing her new and patented design "Breez-ees", to replace the traditional nightgown. Attendance by invitation only. Contact: Alice O. Steindler, PL. 3-0859. | | |
| Beginning Friday Feb. 24 | EXHIBIT OF ART FROM THE VIENNA COLLECTION | METROPOLITAN MUSEUM OF ART | 5TH AVE. & 82ND ST. |
| | Exhibition of more than 300 masterpieces of European art, including paintings, renaissance bronzes, goldsmith's work, ivories, arms and armour, and tapestries, lent by the Austrian Government. Admission (tax included): 50¢. Publicity: Lillian Green, TR. 9-5500. | | |
| Beginning Sunday Feb. 26-March 2 | MIAMI SUMMER OPENINGS IN N.Y. | MIAMI FASHION COUNCIL | HOTEL NEW YORKER 9TH FLOOR |
| | Members of the Miami Fashion Council will present their Summer collections at Hotel New Yorker. Publicity: Ann Rabin, LO. 9-5474. | | |
| Monday Feb. 27 11:00 A.M. | PRESS SHOWING OF CUSTOM COLLECTION | OLDRIC ROYCE | 16 EAST 52ND STREET SALON |
| | Oldric Royce will present his Summer collection of custom-order fashions to the press. Special showing for customers on Tuesday, Feb. 28 at 11:00 A.M.; and Wednesday, March 1, at 3:00 P.M. Attendance by invitation only. Publicity: Nona James, CH. 4-7658. | | |
| Monday Feb. 27 12:30 P.M. Luncheon | PRESS PREVIEW: NEW HOSIERY FASHIONS | GOTHAM HOSIERY CO. | HOTEL PIERRE BALLROOM |
| | Gotham Hosiery will present Spring stocking fashions and new developments in hosiery to the press at a luncheon show. (Note change of date.) By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Monday Feb. 27 1:00 P.M. Luncheon | SPRING MILLINERY AT LUNCHEON SHOW | BARONESS RADVANSZKY (867 MADISON AVENUE) | HOTEL PLAZA PERSIAN ROOM |
| | Baroness Radvanszky will present her Spring custom millinery collection during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Radvanszky Publicity: Maud G. Moody-Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Feb. 27 | BONWIT TELLER'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Page 2). | | |
| Beginning Monday Feb. 27-March 2 | INTERNATIONAL BEAUTY SHOW FOR 1950 | INTERNATIONAL BEAUTY TRADE SHOW | HOTEL COMMODORE LEX. AVE. & 42ND ST. |
| | Annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. A hair and hat fashion show will be featured to demonstrate the coordination of new hair styles and hat fashions. Jewelry from Barclay. Tickets: $1.20-$3.80. Contact: Joseph Byrne, Managing Director, MU. 2-4382. | | |
| Tuesday Feb. 28 10:30 A.M. | PRESS PREVIEW OF BRIDAL FASHIONS | SAKS FIFTH AVENUE | 5TH FLOOR |
| | Saks Fifth Avenue will present a collection of fashions for the bride. Attendance by invitation only. Publicity: Mildred Lippitt, PL. 3-4000. | | |
| Tuesday Feb. 28 1:00 P.M. Luncheon | SPRING AND SUMMER FASHIONS AT LUNCHEON | SONIA-GOWNS CORP. (15 EAST 56TH ST.) | RITZ-CARLTON HOTEL OVAL ROOM |
| | "Fashions For You"--Sonia-Gowns will present a collection of Spring and Summer custom-made gowns during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Sonia Contact & Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000. | | |
| Beginning Tuesday Feb. 28-March 9 2:30 P.M. | NEW FOURTH FLOOR FASHION SHOW SERIES | JAY THORPE | 24 WEST 57TH STREET 4TH FLOOR |
| | Jay Thorpe will open its new fourth floor with a series of designer fashion shows for private customers. The floor will consist of custom millinery, Jay Thorpe original and designer dresses. The following Spring collections will be shown: Feb. 28--Oleg Cassini (exclusive with Jay Thorpe in N.Y.C.); March 1--Countess Alexander (exclusive with Jay Thorpe in N.Y.C.); March 2--Pauline Trigere; March 7--Maurice Rentner; March 9--Nettie Rosenstein. Press invited. Open to public. Contact: Ruth Hammer Associates, Inc., EL. 5-7108. | | |
| Tuesday Feb. 28 4:00 P.M. Cocktails | PREVIEW: SOAP ASSORTMENT AND NEW CONTAINER | ALLEN B. WRISLEY CO. (347 FIFTH AVENUE) | STORK CLUB 3 EAST 53RD STREET |
| | Press preview of Wrisley's new soap assortment with its special container. The many family uses will be dramatized by Sue Hasting's Marionettes. By invitation only. Publ.: Emily S. Nathan or Helen Erskine, PL. 3-4690. | | |
| Wednesday March 1 9:30 A.M. Breakfast | PRESS PREVIEW OF SPRING FASHIONS | BLOOMINGDALE'S | LEXINGTON AVENUE AND 59TH STREET |
| | Semi-annual fashion show for the press by Bloomingdale's, presenting their Green Room fashions for Spring. Showing at 10:00 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, EL. 5-5900. | | |
| Wednesday March 1 1:00 P.M. Luncheon | FUR FASHIONS AT LUNCHEON SHOW | RITTER BROTHERS | WALDORF-ASTORIA SERT ROOM |
| | Ritter Brothers will present Spring fur fashions, designed by Leo Ritter, during luncheon. Hats from Sally Victor. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Ritter Bros. Publicity: Ruth Hammer Assoc. EL. 5-7108. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | | |
| March 1 | HATTIE CARNEGIE'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 2). | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Wednesday March 1 4:30 P.M. Cocktails | PRESS PREVIEW OF COUTURIER DOLLS | CAMEO DOLL COMPANY (55 WEST 13TH STREET) | PLACE TO BE ANNOUNCED |
| | The Cameo Doll Company will present a new line of couturier dolls and fashions, designed by Jane Prendiville. Attendance by invitation only. Contact: Blanche Udren, OR. 5-6000, Ext. 60. | | |
| Wednesday March 1 8:30 P.M. | "STIMULI FOR DESIGN" LECTURE SERIES | SOCIETY OF NEW YORK DRESS DESIGNERS, INC. | MUSEUM OF MODERN ART 11 WEST 53RD STREET |
| | The Society of N.Y. Dress Designers will invite designers, fashion and fabric stylists to three Wednesday evening lectures. Subject of first lecture: "Creative Ideas In Modern Art--A Treasure Of Ideas And Sources"--a survey of colors and forms in modern art and design, illustrated with color slides. Lecturer: A.L. Chanin of the Museum of Modern Art. Two short films will be presented: "The New York Hat, 1912"; "Goodness Gracious 1914". Tickets: $2.00 per lecture. Contact: Soc. of N.Y. Dress Designers, LA. 4-7950. | | |
| Thursday March 2 9:00 A.M. | PRESS PREVIEW: JOYCE SPRING & SUMMER SHOES | JOYCE, INC.; B. ALTMAN & CO. | FLOOR TO BE ANNOUNCED |
| | Joyce will present a collection of Spring and Summer shoe styles to the newspaper and syndicate press. Attendance by invitation only. Altman Publ.: Etta Daub, MU. 9-7000. Joyce Publ.: Mary Marsh, PL. 9-2675. | | |
| Thursday March 2 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW | DE PINNA | HOTEL PLAZA TERRACE ROOM |
| | Presentation of De Pinna's Spectator Sports, Town and Young Modern fashions for Spring. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. De Pinna Publicity: Dorothy Coburn, MU. 8-2000, Ext. 52. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| March 2 | BERGDORF GOODMAN'S CUSTOM SHOWING FOR THE PRESS AT 5:30 P.M. (See Pg.2). | | |
| Friday March 3 3:30 P.M.-4:30 P.M. Cocktails | FABRIC AND FASHION FORUM FOR 1950 | PARENTS' INSTITUTE, INC. | RITZ-CARLTON HOTEL GRAND BALLROOM |
| | Parents' Magazine fabric and fashion forum, with a forecast of colors, fabrics, styles for Fall. By invitation only, for apparel and accessory manufacturers and stylists. Contact: Mr. Monroe Michels, MU. 5-4400. | | |
| Monday March 6-March 17 | FORTY-SEVENTH ANNUAL AMERICAN TOY FAIR | TOY MANUFACTURERS OF THE U.S.A. | HOTEL McALPIN; & HOTEL NEW YORKER |
| | Preview for the trade of complete line of toys, games and hobby materials, with over 1200 exhibitors displaying 100,000 varieties of American-made playthings. Permanent displays at 200 Fifth Ave., (headquarters of Toy Mfrs. of U.S.); and at 1107 B'way. Publ.: Ruth Millard, OR. 5-1141. | | |
| March 6 | MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 11:00 A.M. (See Pg. 2). | | |
| Monday March 6 1:00 P.M. Luncheon | SUMMER COLLECTION AT BENEFIT LUNCHEON | CLAIRE McCARDELL OF TOWNLEY FROCKS, INC. | SAVOY-PLAZA HOTEL GOLD ROOM |
| | Claire McCardell will present her Summer collection at a benefit luncheon for the Memorial Hospital Day Nursery. Hats--Mr. John. Jewelry--Coro. Gloves--Wear Right. Bags--Coblenz. Guest Star: Kyle McDonnell. For reservations, contact: Mrs. Elliot Lee, TR. 9-3000, Ext. 235. Tickets: (including tax and tip): $5.00. Savoy-Plaza Fashion Director: Donna Cannon, PL. 5-0484. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Monday March 6 3:00 P.M. | PREVIEW: SPRING AND SUMMER CUSTOM FASHIONS | CALLOT SOEURS | 42 EAST 57TH STREET SALON |
| | Callot Soeurs will present a collection of custom-order afternoon and evening dresses, coats, suits. By invitation only. Publicity: Mary Marsh, PL. 9-2675. | | |
| March 6-March 11 | SEMI-ANNUAL MILLINERY WEEK IN PHILADELPHIA, WITH PRESS PREVIEW ON THURS., MARCH 2. Contact: Philadelphia Millinery Council, Philadelphia, Pa. | | |
| March 7 | HENRI BENDEL'S CUSTOM COLLECTION FOR THE PRESS AT 10:30 A.M. (See Page 2). | | |
| Tuesday March 7 10:30 A.M. | ADRIAN COLLECTION AT PRESS SHOWING | ADRIAN AT GUNTHER JAECKEL | 10 EAST 57TH STREET SALON - 3RD FLOOR |
| | Adrian will present his Spring custom -order collection to the press at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130. | | |
| Tuesday March 7 4:00 P.M.-7:00 P.M. | INFORMAL HAT SHOW AT OPENING OF NEW SALON | ARANKA, INC. | 410 PARK AVENUE SALON |
| | Aranka will present an informal preview of Spring hats at the opening of the new salon. (Note change of date). By invitation only. Publicity: Ann Rountree, PL. 9-2388. | | |
| Tuesday March 7-March 8 | SEMI-ANNUAL LEATHER SHOW | TANNERS' COUNCIL OF AMERICA | WALDORF-ASTORIA FOUR BALLROOMS |
| | "Leather Sells Shoes"--thirty-sixth semi-annual leather show, with 90 tanning concerns displaying a wide variety of leather finishes and treatments in new colors for Fall and Winter (1950-1951). Contact: Tanners' Council, BE. 3-0494. | | |
| March 8 | SAKS FIFTH AVENUE'S CUSTOM COLLECTION BY SOPHIE AT 10:30 A.M. (See Pg. 2). | | |
| Wednesday March 8 12:45 P.M. Luncheon | PRESENTATION OF SPRING AND SUMMER FASHIONS | SPECIALTY SHOPS | HOTEL PIERRE COTILLION ROOM |
| | "Beauty, Harmony and Charm"--fashions for Spring and Summer will be presented during luncheon show. Gowns--Charles Feeley. Hats--Maretta Feeley. Furs--Georges Kaplan. Shoes--Nancy Haggerty. Bathing suits --Priscilla Wohl. Hair styles--Jean deChant. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | | |
| Cancelled March 8 | MILGRIM'S SPRING FASHION SHOW, ORIGINALLY SCHEDULED FOR WED., MARCH 8 AT 1:00 P.M. WALDORF-ASTORIA LUNCHEON, HAS BEEN CANCELLED. | | |
| Wednesday March 8 2:30 P.M. | SPRING FASHION PRESENTATION | MARTIN'S (BROOKLYN) | 3RD FLOOR |
| | Showing of Spring fashions for juniors, misses and women. Open to public. Publicity: Rita Dobbins, TR. 5-3100. | | |
| Wednesday March 8 4:15 P.M. Cocktails 5:00 P.M. Show | INTRODUCTION OF "LANELLA" FABRIC | RAYON & COTTON CORP. | HOTEL ROOSEVELT HENDRIK HUDSON ROOM |
| | Presentation of new Swiss imported "Lanella" fabric, to the press, fashion coordinators, buyers and manufacturers, at a cocktail party. Show will include fashions for men, women and children. Showing promptly at 5:00 P.M. By invitation only. Publicity: Doris A. Weston, OR. 9-2968. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Thursday March 9 10:30 A.M. | PRESS SHOWING OF OPENING OF NEW SHOP | OHRBACH'S | 2ND FLOOR SEPARATES SHOP |
| | Ohrbach's will present an informal showing for the press at the opening of the new Separates Shop. Fashion Coordinator: Jill Everhart. (Note change of Date.) Attendance by invitation. Publicity: Mark Klauser, SP. 7-9000. | | |
| Thursday March 9 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW | ROSETTE PENNINGTON | HOTEL PLAZA PERSIAN ROOM |
| | Rosette Pennington will present Spring and early Summer fashions during luncheon. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 276. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| March 9 | ELIZABETH ARDEN--CASTILLO CUSTOM SHOWING FOR PRESS AT 3:00 P.M. (See Pg. 2). | | |
| Friday March 10 1:00 P.M. Luncheon | TABLE DECOR & FASHIONS AT BENEFIT LUNCHEON | CAROLE STUPELL, LTD.; CEIL CHAPMAN | HOTEL PIERRE BALLROOM |
| | Premiere showing of table settings, by Carole Stupell, integrated with fashion for each occasion, designed by Ceil Chapman, from morning through night. Hats--John Frederics. Men's fashions--B.H. Wragge. Benefit for the School Settlement Association, Inc. Tickets: (including tax and tip) $7.50 per person, available at Carole Stupell, 507 Madison Ave. or, Hotel Pierre, Nola Luxford. Carole Stupell Publicity: Carson-Ruff Associates, MU. 2-2055. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | | |
| Saturday March 11 11:00 A.M. | SPRING FASHIONS FOR TEENAGERS | MARTIN'S (BROOKLYN) | 5TH FLOOR |
| | Martin's will present Spring teenage fashions. Open to public. Publicity: Rita Dobbins, TR. 5-3100. | | |
| Monday March 13 1:00 P.M. Luncheon | SHOWING OF FASHIONS AT LUNCHEON SHOW | LA FONTAINE, INC. | HOTEL PLAZA PERSIAN ROOM |
| | La Fontaine presents custom-made Spring collection of casual afternoon and evening dresses during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. La Fontaine Publicity: Mary Marsh, PL. 9-2675. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| Wednesday March 15 12:15 P.M. Luncheon | PARIS REPORT AT LUNCHEON MEETING | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ASTOR BALLROOM |
| | Luncheon meeting, with a report on the newest Paris fashions by Jessica Daves, editor of "Vogue" magazine. More details later. Price $4.25 for members; $4.75 for guests (one to each member). Contact: The Fashion Group, CI. 7-3940. | | |
| Wednesday March 15 8:30 P.M. | "STIMULI FOR DESIGN"-- SECOND IN LECTURE SERIES | SOCIETY OF NEW YORK DRESS DESIGNERS, INC. | MUSEUM OF MODERN ART 11 WEST 53RD STREET |
| | Subject: "Looking Backward To Tomorrow-1850-1900", illustrated with color slides of changes in viewpoints of modern art. Lecturer: A. L. Chanin, Museum of Modern Art. Three short films will be shown: "The Whirl of Life 1914"; "Our Dancing Daughters"(1928), "The Tango". Tickets: $2.00 per lecture. Contact: Soc. of N.Y. Dress Designers, LA. 4-7950. | | |
| March 15 | FEDERAL INCOME TAX DUE (Wednesday). | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| March 17 | ST. PATRICK'S DAY (Friday). | | |
| Beginning Monday March 20-March 25 | INTERNATIONAL FLOWER SHOW | HORTICULTURAL SOCIETY OF N.Y.; & N.Y. FLORISTS | GRAND CENTRAL PALACE LEX. AVE. & 46TH ST. |
| | Theme of the Thirty-Fourth International Flower Show will be "Small Home Plantings", including 252 main classes for amateur and professional growers. Opening Mon., March 20 at 12:00 Noon, daily thereafter 10:00 A.M. to 10:30 P.M. Admission (tax included): $1.50 for adults; 75¢ for children. Publicity: Korbel and Colwell, PL. 9-7340. | | |
| March 20 | FIRST DAY OF SPRING (Monday). | | |
| Wednesday March 22 1:00 P.M. Luncheon | LUNCHEON SHOWING OF SPRING FASHIONS | THE TAILORED WOMAN | WALDORF-ASTORIA SERT ROOM |
| | Spring fashions will be presented by The Tailered Woman during luncheon. Press by invitation. Public by reservation, contact: "Albert", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity: Virginia Strub, EL. 5-3000. | | |
| Thursday March 23 9:15 A.M. Breakfast | PRESS PREVIEW OF SPRING FASHIONS | MACY'S NEW YORK | 13TH FLOOR EXEC. DINING ROOM |
| | Macy's will present a press showing of fashions for Spring. Show promptly at 9:30 A.M. By invitation only. Publ.: Helen Law, CH.4-2000, Ext. 2431. | | |
| Wednesday March 29 1:00 P.M. Luncheon | SUMMER FUR FASHIONS DURING LUNCHEON | DEIN-BACHER OF THE WALDORF | WALDORF-ASTORIA SERT ROOM |
| | Dein-Bacher will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: George Hennessy, PL. 9-5913. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | | |
| Wednesday April 5 1:00 P.M. Luncheon | FASHIONS FOR SPRING DURING LUNCHEON | RUSSEKS FIFTH AVENUE | WALDORF-ASTORIA SERT ROOM |
| | Russeks will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | | |
| Beginning Monday April 10-April 16 | "LACE FESTIVAL"-- SPRING 1950 | THE LACE INSTITUTE | THROUGHOUT THE COUNTRY |
| | "Lace Festival" week, sponsored by The Lace Institute, manufacturers of laces and importers of foreign laces, will be featured by department stores and women's specialty shops; also, newspapers and magazines, will devote space to "Lace Is Fashion" theme in their April issues. Manufacturers of women's apparel will feature laces for all possible uses. Publicity: Gladys Steiner, MU. 9-1630. | | |
| Thursday April 13 12:15 P.M. Luncheon | FABRICS DIVISION LUNCHEON MEETING | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL BILTMORE BALLROOM |
| | Exhibit of Fall fabrics at the luncheon meeting of the Fabrics Division. More details later. Price (including tax and tip): $4.00 for members; $4.50 for guests. Contact: The Fashion Group, CI. 7-3940. | | |

## MUSIC...MOVIES...THEATRE...TELEVISION

Friday
Feb. 17

PREMIERE: "WHEN WILLIE COMES MARCHING HOME" (Movie) ROXY, 7TH AVE.& 50TH
Twentieth Century-Fox comedy involving a small-town war hero who becomes the "black sheep" of his outfit. Stars: Dan Dailey, Corinne Calvet and Colleen Townsend. Producer: Fred Kohlmar. Director: John Ford. Wardrobe Directors: Charles Le Maire, William Travilla. Publicity: Elizabeth Eisenhart, CO. 5-3320.

Week
Of
Feb. 20

FOURTEENTH WEEK, METROPOLITAN OPERA, MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon. Eve., Feb. 20: Puccini's LA BOHEME. Wed. Eve., Feb. 22: Puccini's GIANNI SCHICCHI, Strauss' SALOME. Thurs. Eve., Feb. 23: Strauss' DER ROSENKAVALIER. Fri. Eve., Feb. 24: Verdi's LA TRAVIATA. Sat. Mat., Feb. 25: Moussorgsky's KHOVANCHINA. Sat. Eve.: Donizetti's L'ELISIR D'AMORE. Sun. Eve., Feb. 26: Gounod's FAUST. Publicity: Margaret Carson, PE. 6-1200.

Tuesday
Feb. 21
11:00 A.M.-
12:00 Noon

TELEVISION: KATHI NORRIS, "YOUR TELEVISION SHOPPER" WABD-TV, CHANNEL 5
In observance of National Sew and Save Week, Janet Tanner will show some economical short cuts in keeping clothes in condition and will demonstrate the versatile Necchi Sewing Machine. Publ.: Babs Doniger, PL. 3-1742.

Tuesday
Feb. 21

RE-OPENING: "THE DEVIL'S DISCIPLE" ROYALE THEATRE, 45TH ST. W. OF B'WAY
Aldrich & Myers and Julius Fleischmann present the George Bernard Shaw play, co-starring Maurice Evans, Marsha Hunt, Victory Jory and Dennis King. Staged by Margaret Webster. Settings: Peter Wolf. Costume Director: Emeline Roche. Publicity: Sol Jacobson, LU. 2-4993.

Beginning
Tuesday
Feb. 21
Feb. 26

OPENING: N.Y. CITY BALLET COMPANY CITY CENTER, 131 WEST 55TH STREET
Tues. Eve., Feb. 21: THE GUESTS, FIREBIRD, SYMPHONY IN C. Wed. Eve., Feb. 22: SYMPHONIE CONCERTANTE, DIVERTIMENTO, ORPHEUS, BOURREE FANTASQUE. Thurs. Eve., Feb. 23: MOTHER GOOSE SUITE, PRODIGAL SON, SYMPHONY IN C. Fri. Eve., Feb. 24: JINX, DIVERTIMENTO, THE DUEL, FIREBIRD. Sat. Eve., Feb. 25: SERENADE, THE GUESTS, THE DUEL, BOURREE FANTASQUE, Sun. Eve., Feb. 26: CONCERTO BAROCCO, AGE OF ANXIETY, SYMPHONY IN C. Publicity: Philip Bloom, CH. 4-5185.

Tuesday
Feb. 21

PREMIERE: "THREE CAME HOME" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET
Twentieth Century-Fox release, presented by Darryl F. Zanuck; a true story of the privations suffered by American prisoner-of-war held by the Japanese in a Borneo camp. Stars: Claudette Colbert, Patric Knowles. Producer: Nunnally Johnson. Director: Jean Negulesco. Wardrobe Director: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.

Wednesday
Feb. 22

OPENING: "THE BIRD CAGE" CORT THEATRE, 49TH ST. W. OF B'WAY
Walter Fried and Lars Norgenson present Melvyn Douglas in a new play by Arthur Laurents. Director: Harold Clurman. Setting: Boris Aronson. Costumes: Ben Edwards. Publicity: Gerald Goode, PL. 9-3351.

Wednesday
Feb. 22

PREMIERE: "CINDERELLA" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH ST.
Walt Disney's Animated Feature Production, distributed by RKO Radio Pictures, Inc., is based on the original classic fairy legend by Charles Perrault. Color by Technicolor. Production Supervision: Ben Sharpsteen. Directors: Wilfred Jackson, Hamilton Luske, Clyde Geronimi. Publicity: Charles Levy, JU. 6-3442.